

ISSUE

26-7

Ideas for anyone of any age, at home or at work, anywhere and in any job or career.

by Duane EN Marino

# Unstoppable Attitude

## SUCCESS PSYCHOLOGY

Every day in any way strive to be a bit better

## FAILURE PSYCHOLOGY

I am the best I can be and am uncomfortable with change

Live, Virtual Livestreams, MarinoTV, MarinoRADIO and Published Books

Phone 1-888-735-6275

Text 519-852-0272

info@duanemarino.com

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**Class:** Mon. July 13

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July 14 to Wed. July 15

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July 17



## In this issue

Customers can “smell” you P.1

Drive to sell by serving P.1

Get out of your own way P.2

Assess, plan and act fast! P.2

## Your Attitude IS the deal

In automotive sales, product knowledge and pricing are important—but attitude often determines the outcome. Today’s customers arrive informed, and what truly influences their decision is the experience. An unstoppable attitude is what separates consistent performers from everyone else.

A poor attitude rarely appears as obvious negativity. Instead, it shows up as low energy, impatience, or a transactional mindset. Customer’s can smell that they are just another deal rather than someone worth understanding. Over time, this quietly costs sales.

Consider a salesperson coming off a difficult day. A customer walks in, but the greeting lacks energy, questions are minimal, and the focus quickly shifts to price. When hesitation arises

impatience follows. The customer senses it, trust weakens, and they leave to “think about it.”

***Replace the pressure of sales with the passion of service! Serve them to sell them!***

Now imagine the same moment with an unstoppable attitude. The salesperson resets mentally, brings energy, asks thoughtful questions, and truly listens. The interaction feels different—more personal, more professional, and more trustworthy.

An unstoppable attitude is not forced positivity. It is consistency, resilience, and being fully present with every customer. In car sales, attitude builds trust—and trust drives results.

**Train with Duane**

## The 5 topics that unwind sales

*Stay vigilant – never start or get drawn into discussions about sex, religion, politics, science or current events.*

*They have all been politicized, weaponized and will polarize.*

*If it comes up, smile, nod and change topics asap!*

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## Action beats analysis every single time

In automotive sales, thinking is important—but but overthinking can be costly. While preparation, product knowledge, and strategy all play a role, there comes a point where analysis stops helping and starts hurting. Sales is a results-driven profession, and results only come from action. Many salespeople fall into what can be called “analysis paralysis.” They spend too much time planning the perfect approach, waiting for the right moment, or trying to anticipate every possible objection before engaging the customer. In doing so, they delay the very activity that creates opportunity—taking action. This often shows up in simple but critical areas: hesitating to greet a customer, overthinking what to say on a follow-up call, or delaying outreach because they

worry about timing and consider so many different scenarios.

Hours turn into a half day.

By the time they finally reach out, the customer has already moved forward and bought elsewhere.

Contrast that with a salesperson who takes immediate action. They follow up the same day, even if the message isn't perfect. They reach out, ask a simple question, and keep the conversation moving.

Their willingness to act creates momentum and keeps them connected to the opportunity.

***In car sales, speed and consistency outperform perfection.***

Customers respond to engagement, not perfection. They value responsiveness, clarity, and genuine effort more than a perfectly crafted message delivered too late.

So recognize when thinking has served its purpose and action is required. The best salespeople are not those who know the most or plan the most—they are the ones who consistently act.

In a competitive sales environment, hesitation is expensive. Action, even imperfect action, is what drives results, builds relationships, and ultimately closes deals.

***By the time the tortoise takes any action, the rabbit is running up from behind lapping it.***

How can you speed up your sale without skipping steps?

How can you move faster with all your follow up?

What can you remove from your processes without affecting results?

